



## **Avelo Airlines Names Scott DeAngelo as Head of Marketing and Customer Experience**

*Former Allegiant Executive Vice President and Chief Marketing Officer brings deep expertise and successful track record to drive next phase of growth and loyalty*

**HOUSTON, Texas — March 25, 2026** — Avelo Airlines today announced the appointment of Scott DeAngelo as Head of Marketing and Customer Experience, a newly expanded role designed to accelerate the airline’s growth, strengthen its brand, and elevate the end-to-end travel experience for its Customers.

DeAngelo brings a proven history of building high-impact marketing strategies and Customer-centric programs across the travel and consumer sectors. Most recently, he served as Chief Marketing Officer at Allegiant, where he led brand, digital, and ancillary revenue marketing efforts for one of the nation’s leading ultra-low-cost carriers. During his tenure, DeAngelo helped strengthen Allegiant’s brand, expand its digital marketing capabilities, and drive growth in leisure demand and customer engagement while supporting the airline’s successful ancillary revenue model.

In his new role at Avelo, DeAngelo will oversee brand strategy, digital marketing, loyalty initiatives, Customer insights, and the overall Customer experience across the travel journey — from booking through post-travel engagement.

**Avelo Airlines Founder and CEO Andrew Levy** said, “Scott’s leadership comes at an important moment as we continue to expand our network and deepen relationships with our Customers. His success at Allegiant and deep understanding of our business model makes him uniquely positioned to help us deliver even greater value, convenience, and reliability to the communities we serve.”

DeAngelo joins Avelo with extensive experience leading integrated marketing and Customer experience functions, where he has driven measurable growth in brand awareness, Customer acquisition, and retention. He is known for leveraging data-driven insights and digital innovation to create seamless, personalized Customer journeys.

**Scott DeAngelo** said, “I’m thrilled to join Avelo Airlines at such an exciting stage of its evolution. Avelo has already built a powerful reputation for affordability, simplicity, and friendly service. Having spent years focused on this space, I see tremendous opportunity to further differentiate our brand and deliver an experience that keeps current Customers coming back and invites new Customers to experience Avelo.”

## About Avelo Airlines

Avelo Airlines' purpose is to *Inspire Travel* by saving travelers time and money. The airline offers Customers safe, convenient travel, everyday low fares, and a caring travel experience. Avelo stands out as the leading U.S. airline in on-time performance and reliability. The airline currently operates a fleet of Boeing Next Generation 737 aircraft and in 2028, will become the first U.S. airline to fly Embraer 195-E2s, with an order of up to 100 new aircraft. Today Avelo serves more than 30 popular destinations across the United States, including its four bases at Southern Connecticut's Tweed-New Haven Airport (HVN), the Philadelphia / Delaware Valley region's Wilmington Airport (ILG), Central Florida's Lakeland International Airport (LAL) and Charlotte's Concord-Padgett Regional Airport (USA). In late 2026, the airline will open a fifth base at North Dallas's McKinney National Airport (TKI). For more information visit [AveloAir.com](https://www.aveloair.com).

### Media Contact:

Courtney Goff  
[cgoff@aveloair.com](mailto:cgoff@aveloair.com)